Our Vision

Ascom closes digital information gaps allowing for the best possible decisions anytime and anywhere
Integrate. Orchestrate. Enable.

We provide world-class workflow productivity solutions to our customers in Healthcare & Enterprise.

Workflow Digitalization
Consultation, Design, Implementation, Integration, Support & Maintenance

Analytics and Smart Data
Early Warning Reporting, Analytics & Scorecards

Workflow Optimization
Alerts & Critical Events Management
Coordination & Communication
Care Protocol Alignment
Ascom Business Segments

2018
- Enterprise: 28%
- Healthcare: 9%
- OEM: 61%
Total: 318.5 mCHF

2017
- Enterprise: 29%
- Healthcare: 10%
- OEM: 61%
Total: 309.7 mCHF

2018
- Europe (incl. Benelux): 69%
- Benelux: 22%
- Americas: 17%
- Asia, Australia, Africa: 9%
Total: 318.5 mCHF

2017
- Europe (incl. Benelux): 69%
- Benelux: 21%
- Americas: 16%
- Benelux: 10%
Total: 309.7 mCHF
Market Segment Mix stable, Software Share improved, Recurring Revenue slightly improved

**Market Segment Mix**
- Enterprise (incl. OEM) 2018: 63%
- Healthcare: 37%
- Enterprise (incl. OEM) 2016: 63%
- Healthcare: 37%

**Offering Mix**
- SLP / Maintenance: 23%
- Prof. Services: 13%
- Software (incl. SMA): 11%
- Hardware / Solutions: 53%

**Revenue Type Mix**
- Recurring: 21%
- Non-Recurring: 79%

**Revenue Type Mix**
- Recurring: 20%
- Non-Recurring: 80%

Investor Presentation May 2019
## Comprehensive Ascom Platform offering

<table>
<thead>
<tr>
<th>Our offerings</th>
<th>Higher Margin</th>
<th>Medium Margin</th>
<th>Lower Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Applications, SW Maintenance and Support</td>
<td>HW Solutions, Solution Lifecycle Plans</td>
<td>Professional Services</td>
<td></td>
</tr>
</tbody>
</table>

### Our solutions
- **Higher Margin**
  - Unite Workflow
  - Digistat Clinical Integration
  - Elderly Care
  - Mobile Applications

- **Medium Margin**
  - DECT and WiFi Handset
  - Pager and Security
  - Ascom Myco Smartphone
  - Telligence/Telecare Nurse Call
  - Hardware Maintenance and Support
  - Repair and On-site Support
  - Managed Services

- **Lower Margin**
  - System Integration
  - Project/Change Management
  - Workflow Reengineering
  - Training

### Share of revenue (2018)
- Higher Margin: 11%
- Medium Margin: 76%
- Lower Margin: 13%
The Ascom Platform offer – a strong lever towards margin improvement

**Revenue Mix**

High margin revenue will grow over-proportionately / Professional Services will catch up on productivity

**Software Maintenance Lever**

SW licenses produce accumulating Support and Maintenance (SMA) revenue

Even flat SW licence sales and low SMA rates drive revenue growth

**Functional Cost**

Increasing recurring revenues allows under-proportionate growth of Functional Cost

Functional cost is mainly driven by non-recurring revenue and decreases in % of total revenue

≈ 5% ppt Margin leverage

≈ 20% EBITDA Margin

≈ 3% ppt Operational leverage
Market attractiveness further supports our business model

Addressable market is highly fragmented and very local
Ascom is one of the few truly global players in the Healthcare ICT market
Comprehensive Ascom Healthcare Platform will lead to a leverage

Global addressable Healthcare ICT market of USD 5 bn

Enterprise 28%
OEM 9%
Healthcare 63%
2018 318.5 mCHF
### Status of our roadmap implementation

<table>
<thead>
<tr>
<th>From Product</th>
<th>To Solutions</th>
<th>To Accelerated Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundations</strong></td>
<td><strong>Enabling</strong></td>
<td><strong>Accelerating</strong></td>
</tr>
<tr>
<td>Global One Company organization</td>
<td>Solution speed to market</td>
<td>Solution Delivery Excellence</td>
</tr>
<tr>
<td>Increased Rate of Innovation</td>
<td>Use Case Sales and Sales Productivity</td>
<td>Customer Care Excellence Managed Services</td>
</tr>
<tr>
<td>Platform Integration</td>
<td>Operational Efficiency / Culture Change</td>
<td>Professional Services Productivity</td>
</tr>
</tbody>
</table>

**From Product**
- Global One Company organization
- Increased Rate of Innovation
- Platform Integration

**To Solutions**
- Solution speed to market
- Use Case Sales and Sales Productivity
- Operational Efficiency / Culture Change

**To Accelerated Growth**
- Solution Delivery Excellence
- Customer Care Excellence Managed Services
- Professional Services Productivity
Innovations
Ascom Healthcare Platform

New marketing and communication concept drives use case and solution sales
Ascom Myco 3 – An enterprise-grade smartphone designed for professionals

- European Launch in December 2018
- US Launch at HIMSS19 in February 2019
Ascom Myco 3 as part of the Ascom Healthcare Platform is designed to integrate, orchestrate and enable digital clinical information and streamlined workflows.

Epic is a developer of Electronic Health Record software.

Epic Rover is a mobile app that enables authorized clinical users of Epic’s electronic health record to have secure access to tools for clinical review, patient list management, medication administration, specimen collection, and vitals right on their mobile devices.

Ascom Myco 3 is now approved for the Target Platform for Epic Rover.
Unite SmartSense – Ascom’s brand new Elderly Care platform

- First 2 customers already live in the Netherlands
- Several contracts signed and significant pipeline in place
- Expansion into more countries anticipated in 2019
The smart bedside: taking NurseCall to the next level with Telligence 6

Solution launched at HIMSS19
Certificato CE del Sistema di Garanzia della Qualità

EC Quality Assurance System Certificate

Si certifica che, sulla base dei risultati degli audit effettuati, il Sistema completo di garanzia di Qualità dell’Organizzazione. We certify that, on the basis of the audits carried out, the full Quality Assurance System of the Organization:

ASCOM UMS S.r.l.

è conforme ai requisiti applicabili della Direttiva 93/42/CEE e successive modifiche ed integrazioni. Allegato II escluso il punto 4, attuato in Italia con Dlgs. 46 del 1997/102/CE e successive modifiche ed integrazioni per le seguenti tipologie di Dispositivi Medici: in compliance with the applicable requirements of 93/42/EEC Directive as amended, Annex II, without point 4, transposed in Italy by Dlgs. 46 of 1997/102/CE as amended for the following Medical Devices:

Software stand alone per sistemi di distribuzione di allarme / Stand alone software for distributed alarm system
Strategic Alliances drive global presence and growth

- The Ascom Healthcare Platform is enhancing the value proposition of global medical device companies
- 30% growth in orders from partners in 2018 across North America, Europe and Middle-East and Africa
- New partners in 2018 include:
  - Stryker – as alerting partner for the smart bed offering
  - Imprivata – one America`s leading single sign on player
- Multiple tier 1 EMR players evaluating the Ascom Myco 3 for certification in North America and Europe
- Ascom has now over 40 Strategic Alliances and Technology Partners globally
Strategy Execution Progress 2018
2018 at a glance

1. **Tangible progress in 2018**
   - North America returned to sustainable growth
   - Further strengthening of market position in Europe
   - Successful delivery of our lighthouse projects (e.g. Erasmus MC, Sengkang)

2. **Strategy execution delivers results**
   - Healthcare grew >5%
   - New cutting-edge solutions launched as planned
   - Enhancement and additions of strategic partnerships

3. **Financial targets missed in 2018**
   - Profitability affected by tactical headwinds
     - Weak performance in the OEM business and Enterprise segment
   - Productivity challenges in professional services

4. **Ascom’s strategic potential confirmed**
   - Growth potential substantiated in Healthcare and North America
   - Mid-term potential of about 20% EBITDA margin remains unchanged
# Summary of H2 and FY 2018 Financial Results

<table>
<thead>
<tr>
<th></th>
<th>H2 2018</th>
<th>H2 2017</th>
<th>Var (in cc)(^1)</th>
<th>Var (in CHF)(^2)</th>
<th>FY 2018</th>
<th>FY 2017</th>
<th>Var (in cc)(^1)</th>
<th>Var (in CHF)(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming orders</td>
<td>160.3</td>
<td>166.8</td>
<td>-1.6%</td>
<td>-3.9%</td>
<td>329.6</td>
<td>324.8</td>
<td>0.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Net Revenue</td>
<td>171.6</td>
<td>166.5</td>
<td><strong>4.6%</strong></td>
<td>3.1%</td>
<td>318.5</td>
<td>309.7</td>
<td><strong>1.7%</strong></td>
<td>2.8%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>87.6</td>
<td>89.5</td>
<td>-2.1%</td>
<td></td>
<td>158.4</td>
<td>160.5</td>
<td>-1.3%</td>
<td></td>
</tr>
<tr>
<td>Gross Profit %</td>
<td>51.0%</td>
<td>53.8%</td>
<td>-2.8ppt</td>
<td></td>
<td>49.7%</td>
<td>51.8%</td>
<td>-2.1ppt</td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>29.4</td>
<td>29.7</td>
<td>-1.0%</td>
<td></td>
<td>39.0</td>
<td>43.6</td>
<td>-10.6%</td>
<td></td>
</tr>
<tr>
<td>EBITDA %</td>
<td><strong>17.1%</strong></td>
<td><strong>17.8%</strong></td>
<td>-0.7ppt</td>
<td><strong>12.2%</strong></td>
<td>14.1%</td>
<td>14.1%</td>
<td>-1.9ppt</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>23.0</td>
<td>23.8</td>
<td>-3.4%</td>
<td></td>
<td>26.6</td>
<td>33.2</td>
<td>-19.9%</td>
<td></td>
</tr>
<tr>
<td>EBIT %</td>
<td><strong>13.4%</strong></td>
<td><strong>14.3%</strong></td>
<td>-0.9ppt</td>
<td><strong>8.4%</strong></td>
<td>10.7%</td>
<td>10.7%</td>
<td>-2.3ppt</td>
<td></td>
</tr>
<tr>
<td>Group Profit</td>
<td>16.0</td>
<td>19.3</td>
<td>-17.3%</td>
<td></td>
<td>21.4</td>
<td>25.9</td>
<td>-17.5%</td>
<td></td>
</tr>
<tr>
<td>Group Profit %</td>
<td><strong>9.3%</strong></td>
<td><strong>11.6%</strong></td>
<td>-2.3ppt</td>
<td><strong>6.7%</strong></td>
<td>8.4%</td>
<td>8.4%</td>
<td>-1.7ppt</td>
<td></td>
</tr>
</tbody>
</table>

Notes: \(^1\) cc=constant currencies, eliminating currency impacts; in CHF=as actually reported
Investor Presentation May 2019
Solid Balance Sheet for Ascom Year End 2018 with 38% Equity Ratio

<table>
<thead>
<tr>
<th>in mCHF, except % figures and % based on actual currencies</th>
<th>31 Dec 2018</th>
<th>31 Dec 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>21.2</td>
<td>30.3</td>
</tr>
<tr>
<td>Borrowings</td>
<td>20.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Net cash</td>
<td>1.2</td>
<td>12.3</td>
</tr>
<tr>
<td>NWC</td>
<td>74.5</td>
<td>68.8</td>
</tr>
<tr>
<td>NWC / Net Revenue</td>
<td>23.4%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Total assets</td>
<td>218.4</td>
<td>229.6</td>
</tr>
<tr>
<td>Total equity</td>
<td>83.2</td>
<td>83.1</td>
</tr>
<tr>
<td>Total equity %</td>
<td>38.1%</td>
<td>36.2%</td>
</tr>
</tbody>
</table>

- Cash decreased by CHF 9.1m due to higher dividend payment than free cash flow generated
- Net Working Capital slightly increased to 23.4% due to strong Revenues in Q4/2018
- Equity ratio improved to 38.1%; Borrowings/EBITDA leverage at 0.5
Important wins in 2018 in Healthcare and Enterprise business

Americas

Prime Healthcare
The Medical Center of Southeast Texas
Southern Company
Bayhealth
Washington Hospital Healthcare System

Europe

Erasmus MC
Royal Free London
NHS Foundation Trust
Bambino Gesù OSPEDALE PEDIATRICO

Asia, Australia, Africa

Amphi
Zorggroep Noorderboog
Chal
King’s College Hospital, London

Unges Rehabilitaîon i Zalevice
Universités Spitalet Zürich
LES MAISONS DE RETRAITE.FR
spitalstsag
Successful delivery of Lighthouse Projects

- Ascom successfully delivered all global Lighthouse Projects in 2018 such as
  - Sengkang Hospital Singapore
  - Erasmus MC, Rotterdam
  - Several major projects in North America
  - Sant Joan de Déu, Barcelona
  - Royal Free, London
  - Dr. Sulaiman Al Habib Hospital, Al Khobar

- Complex delivery of the full Ascom Healthcare Platform Value Proposition
- The organization climbed the steep learning curve and created referenceable customers
- All accounts already signed follow-on orders or long-term maintenance agreements
North America returned to sustainable growth 2018

Strategic, organizational and go-to-market changes developed full impact in 2018 at about 10% growth

- **Strong and new management team**
  - New Sales leadership, sales force and channel partners onboarded in 2018

- **Impact of the new go-to-market model implemented**
  - Focused sales strategy in key regions
  - Refreshed channel sales strategy with focus on commitment performance and strong relationships
  - 33 additional channel partners signed in 2018

- **Highly successful HIMSS19 in Orlando (FL)**
  - Launches of Ascom Myco 3, Telligence 6, Unite Platform Server and FDA cleared Digistat in the American market
Levers to Success in 2019

1. Enhanced Solution Portfolio

2. Increased number of Platform references and credibility

3. Enterprise Opportunities

4. Healthcare momentum in our largest markets
## Execution Imperatives 2019

<table>
<thead>
<tr>
<th>Strategy Area</th>
<th>Target</th>
<th>Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Improve productivity</td>
<td>Increase billable utilization, improve scoping and change control process, improve resource management</td>
</tr>
<tr>
<td>Software</td>
<td>Accelerate Software Sales and Software Maintenance</td>
<td>Simplify licensing and SMA process, continue enhanced Marketing</td>
</tr>
<tr>
<td>Enterprise sector</td>
<td>Back to growth trajectory</td>
<td>Ascom Enterprise Platform, Intensify OEM strategy</td>
</tr>
<tr>
<td>North America</td>
<td>Maintain sustainable growth</td>
<td>Continued strategy execution: IDN strategy, enterprise sales, channel management</td>
</tr>
<tr>
<td>Cost management</td>
<td>Control functional cost in % of revenue</td>
<td>Efficiency initiatives in functional areas</td>
</tr>
</tbody>
</table>
Guidance 2019

- We expect 3–5% revenue growth and between 100 and 200 basis points improvement of EBITDA margin compared to 2018.
- Ascom continues to see a business pattern strongly towards H2 seasonality.

* at constant currencies and given a stable economic development
Mid-term Guidance

- We target revenue growth in mid single digits and an EBITDA margin converging towards 20% in the mid term.

* at constant currencies and given a stable economic development
This document contains specific forward-looking statements, e.g. statements including terms like “believe”, “expect” or similar expressions. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors which may result in a substantial divergence between the actual results, financial situation, development or performance of Ascom and those explicitly presumed in these statements.

Against the background of these uncertainties readers should not rely on forward-looking statements. Ascom assumes no responsibility to update forward-looking statements or adapt them to future events or developments.